



SOCIETY and PERSONAL ACTIVITIES of WOMEN



Life of Edward Rok—His Work

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spirit of your father's work, and each in your own way and place, do as he has done; make you the world a bit more beautiful and better because you have been in it." This was the mother's message which guided the lives of not only her children but of her grandchildren as well, as the life of Edward Rok has proved. In an editorial capacity and in his civic life he has unquestionably put forth an earnest effort to "make the world a bit more beautiful because he has been in it."

From his home on the island of Nisengale, Edward Rok's father moved to the Dutch mainland where, for many years, he prospered. Unfortunately, however, he robbed him of his prosperity and with his wife and two sons, he came to the promised land, America, to start anew. The family settled in Brooklyn where the two boys, understanding not a word of English, were placed in school, and the process of Americanization began. The readjustment to life in a new country was difficult for the elder Rok and the family fortune did not flourish. The sturdy, pioneering stock from which the Rok family came, tested itself, and they started to work after school at any task that would bring them honest money, their goal to place their mother again in the position of ease she had once enjoyed and their guiding principle to do their best at each task undertaken.

At the age of 13 Edward left school and from that time on the process of his self-education in as unique as it is interesting, for it took the form of the collecting of autograph letters from prominent men and women. The correspondence led to meetings where the boy, whose struggle for education interested them, was graciously received by many celebrities who visited New York.

Mr. Rok's innate ability to commercialize his ideas led to many successful undertakings, and proflig by experience and observation, he progressed steadily. Gradually he became conscious that "Every avenue leading to success was wide open, and certainly not over-peopled. That for every one who was successful, more than he was paid for, he found 10 trying to solve the problem of how little they could do for the pay received." He accepted the theory that "man gets out of this world about what he works for," and that became the rule of his life.

It was in 1882 that Mr. Rok became editor of The Ladies' Home Journal, and during his 30 years in the editor's chair, he saw the circulation of the magazine grow to enormous proportions, until, at the time his resignation took effect in September, 1912, the edition of two million copies was over-sold, a record never before achieved by any magazine.

The editor's success was due largely to his ability to gauge public psychology. He determined what the public wanted and then gave it to his readers, only on a higher plane than they asked. Mr. Rok considers the service which he built up behind the periodical one of its greatest assets, for in this way have thousands of people been helped, in a confidential manner, in problems of every sort. Throughout his editorship he spared neither effort nor money to give the best of everything—music, art, literature, — and through his wide acquaintance many prominent men and women contributed to The Ladies' Home Journal.

At the age of 58 Mr. Rok retired from active business with success "lying easily upon him." But he had learned that "The Great Adventure of Life is something more than material work," and he determined to retire before his period of usefulness had passed. He had for years been preparing, mentally and financially, for this step, fulfilling his belief that a man can live a full-scope life only when he divides it into three parts: that of education; that of achievement; and that of service to others. It is upon this third period that he had prepared to embark, and in it he was making real the ideal, a principle in which he has great faith, for he says: "It is through the idealist only that the world will see a new and clear vision of what is right. Where would the human race be if it were not for the idealist of men?" And idealism he pronounces one of the greatest traits in the American character.

The autobiography is rich with sketches of statesmen, with autograph letters and anecdotes about men and women of international reputation. But perhaps richest of all, is Mr. Rok's message to the American people, of how and where America fell short in his own experience and where she is falling short with others.

Mr. Rok mentions carelessness in the teaching of English in the public schools, wastefulness, lack of thoroughness, disrespect for law and those appointed to enforce it, and lack of education to the political system as cardinal faults, and rightly suggests that many native-born need Americanization as sadly as do those who are strangers to us. But he concludes:

"Whatever shortcomings I may have found during my 50-year period of Americanization; however America may have failed to help my transition from a foreigner into an American, I owe to her the most priceless gift that any nation can offer, and that is opportunity. . . . To work in America and for America is the strong impulse that my Americanization has made the driving power of my life. And I ask no greater privilege than to be allowed to see my potential America become actual . . . not faultless but less faulty. It is a part in trying to shape that America, and an opportunity to work in that America when it comes, that I ask in return for what I owe her. A greater privilege no man could have."

CLOVES.

Push a few cloves into the ham before you bake it. The cloves add a very pleasant flavor.

PACKING.

When packing pictures put cork between them in the corners of the frames, and they will not scratch each other.

Soft Lines Enhance Oval Face



NEW YORK, Jan. 7.—Soft lines

are the thing for the girl with the slimy oval face. Perhaps it was the consciousness of this which influenced Miss Ailsa Mellon, of Washington, daughter of Secy of the treasury, to select this hat with soft-

ly rolling lines and a suit which finished at the neck line with a large soft collar.

Smart clothing for the girl still in her teens is straight of line and very plain. Buttons are the chief trimming used with occasional self-color applique.

LOCAL EVENTS IN MUSIC

(Continued from page 15.)

give at the Oliver theater. His appearance here will undoubtedly be one of the features of the local musical season.

Mr. Burke has sung in opera with all the leading artists of Europe. Among those he has appeared with are Destinn, DeLuca, Sammarco, Radini, Calaf, Bartoloni, Vignone and Borghese. Two years ago Mr. Burke was chosen by the great Italian opera composer Puccini himself, to create the tenor roles in "Il Taro" and "Bianchi Schicchi," which he sang at Covent Garden, London. He has had phenomenal success in his appearances in Italy being a favorite in Naples, Turin and Modena.

He was born in England of Irish parents and it is both the Irish and English in him that is revealed in his voice. Few singers excel him in beauty of tone.

Since coming to this country in 1920, Mr. Burke has refused several flattering offers to return to Italy, where a number of new works by composers of the Modern Italian school would offer him the opportunity to create other new roles. He however prefers to remain in America where the range of his work is wider. At present Mr. Burke is devoting practically all his time to recital work and his concerts have been so successful that in many places he has been re-engaged.

The first rehearsal of Gounod's "Galla," which the Community Chorus will present in the spring, is called for 7:30 tomorrow night in the High school auditorium. The news that the chorus is to make their second appearance should be welcomed by all local music-lovers. Their first performance was a distinct triumph and worthy of the support of local citizens. The chorus also has the good fortune of securing Mrs. Frank Carpenter as accompanist.

Mrs. Carpenter is a recent arrival in this city, coming from Utica, N. Y., where she was accompanist of the Philharmonic Society. During her student years she was a prize winner at five consecutive seasons of the "Eisteddfod" the nationally known Welsh organization and was elected official accompanist at one of their recent festivals.

Miss Edith Harmon, director of music in the local schools, announced yesterday that the following prizes will be awarded to successful contestants in the second annual Music Memory Contest, to be held in the High school auditorium, Friday evening, Jan. 28. Prizes awarded to the ward school winners: \$15, presented by C. W. Copp; \$10 in merchandise, by George H. Wheelock & Co.; \$7.50 by the Musicians' club; Dora Hershenow, president; \$5 by the music department of the Progress club; \$2.50 presented by the music department of the South Bend Woman's club and a banner, presented by the school board.

Prizes awarded to the High school winners: \$25 presented by Elbel Bros.; \$15 by H. C. Elbel & Sons; \$12.50 by the High school; \$10 by the Brunswick Shop; \$7.50 by the Musicians' club; \$5 by the Progress club; \$2.50 South Bend Woman's club; One subscription to "Musical America," Mrs. J. A. Rode.

Following is a continuation of the names, together with a short explanation of each, of some of the compositions to be used in the contest. Erl King Schubert This wonderful setting of Goethe's poem was Schubert's first published work, and belongs to the year 1815. Yet this wonderful song is today still considered the most remarkable art-song in all song literature. Not only is it a perfect example of the song form, but it also perfectly relates the story by the use of the three voices and the marvelous descriptive character of the accompaniment: Who rideth so late through windy night wild? It is the father, he holds his child.

The father is troubled, he rides now wild, And holds close in his arms his shuddering child. He reaches the house with doubt and dread, But in his arms his child lies dead.

Serenade Schubert No work of Schubert's is more deservedly popular than the ever beautiful song, the "Serenade."

Thro' the leaves the night-winds moving, murmur low and sweet; To thy chamber window roving, love hath led my feet. Silent prayers of blissful feeling link us though apart.

The Bee Franz Schubert Frank Schubert, the composer of this charming little tone painting, was a violinist of Dresden, and was no relation to Franz Peter Schubert, of Vienna, the great composer of the time of Beethoven. This Franz Schubert was born in Dresden, 1808, and died there in 1878. Almost all of his compositions were for his favorite instrument, possibly the one which has won for him the greatest recognition is this short but exceedingly clever musical delineation of the buzzing bee.

Overture—1812 (Op. 49) Tschalkowsky This popular composition was

written by Tschalkowsky, in 1880, for the great patriotic festival in the celebration of the consecration of the Cathedral of Christ, in Moscow. It was the composer's intention to depict the stirring events in Russia during Napoleon's campaign, in 1812. It will be remembered that after his victory of Borodino, the army of Napoleon marched into Moscow and took possession of the Kremlin, or citadel. But the patriotic Russians set fire to their town during the night, and at the signal, all the Russian peasantry rose against Napoleon, who was forced to retreat.

This overture opens with a Russian hymn, "God Preserve Thy People," sung by the basses; next we hear the Marseillaise Hymn, which depicts the victory for the French, and after the conflict, the great Russian national anthem, "God Save our Czar," is heard in the coda, which brings the work to a close.

It is said that the French soldiers, during the Napoleon Campaign, did not sing the Marseillaise, and as the Russian Anthem was not written until 1882, Tschalkowsky certainly committed an anachronism in their use here but he has given us a wonderful picture of Russian patriotism.

Last of the Cornish tin mines closed down about eight months ago.

THE KEYS TO SUCCESS

(Continued from page 15.)

write of it can say anything to genius for the reason that genius is or is not. Present in embryo genius needs only to be ushered into this world to create the number and variegation of its wonder. One modern writer comments that it is one of the mysteries of life, that genius the noblest of gifts from God to man, is nurtured by poverty. Not in the home of wealth with its surroundings of ease and magnificence or the tapestry library of the man of culture, is genius usually born, but rather in adversity, in the deep gloom of financial despair, is its most frequent birthplace. Long years of sacrifice and effort lead to a day when a superior brain is recognized regardless of birth, parentage or race, exercising intellectual legislation upon the entire thought of the world.

The great efficiency of the age is a lack of thoroughness. Rush is the characteristic of this century. Short cuts to success are the demands of the hour, but there are no short cuts. A definite aim and faithfulness to task are the only abridgers of time that exist. People today want something and they want it quickly; they are unwilling to lay broad and deep foundations. Yet how foolish to risk a life's superstructure upon a day's

foundation. Those who view and admire the Bunker Hill monument seldom appreciate or even know that its feet of the famous structure is underground, but for this foundation, it could not withstand all the tempests that lash its sides. Likewise everything which endures, which will stand the test of time, must have a solid and deep foundation. A large part of every successful life is spent laying the foundation for whatever the future holds. The chief difference between success and failure is in the single element of staying power. Permanent success is often won by holding on, than by a sudden dash however brilliant.

The most mighty forces in nature are the quietest. We speak of thunder as powerful, but gravitation which is noiseless is 10,000 times more mighty. So it is with success. The world labels certain lives successful, but there are lives which serve silently and abundantly and which may be compared to the rivers of India, underground and unheard by the mass of people who tread above them, but who nevertheless nourish plentifully the fields of rich harvest.

That life which can be measured by the world's tape-line of dollars and cents is not worth the measuring. A man can be rich and a suc-

cess but more often he is rich alone. The beauty of success lies in service rendered and which has in itself the finest and more enduring fruit in character.

TEST OF STRENGTH.

Just how far the Tanks progressed in party-voting everybody knows. How far the French progressed in the other direction is more or less of a mystery. But at least one young woman had to contend with difficulties that did not fall to the lot of the average American. "Parley voo English, mamselle!" queried one Yank, dropping into the village palisade.

"Yes, monsieur, a valry leeds." "Aha kid, swell business! Say, could you put me wise to where a guy could stack up against some regular cats in this burg?"—American Legion Weekly.

STRATEGY.

Anti-Bobbs Captain: "How did you keep our stores from being broken into when the town was captured by the government troops?" Anti-Bolsh Lieutenant: "We put a sign in the windows—'BATHS.'"—American Legion Weekly.

A double set of spotlights underneath the headlights throws extra light to the right.

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You are cordially invited to attend. To every person who comes there will be made a gift of the book, "Florida's Food-Fruits." In natural colors; tells how easily and quickly to make many delightful cakes, pastries, salads, sauces; invaluable in preparing for parties and special occasions; helpful for everyday use. All recipes thoroughly tested.

Sealdsweet Grapefruit Demonstration-Display

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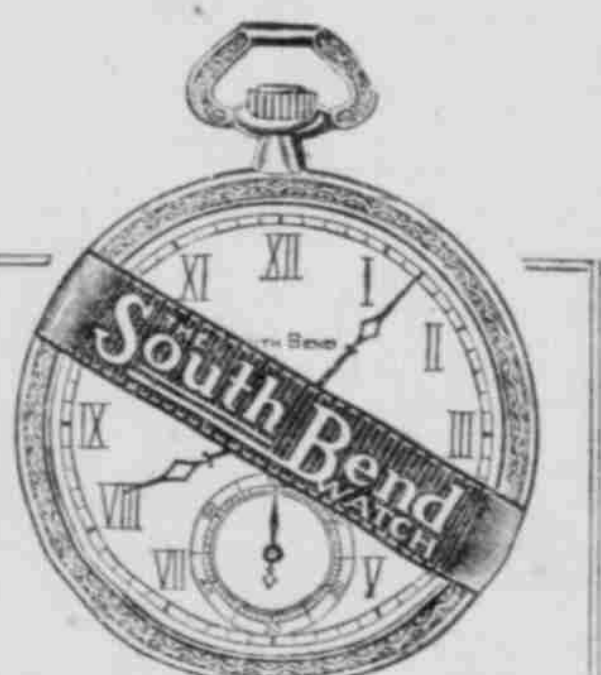
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